

City of Long Beach, California
Department of Development Services
Corridor Investment Projects
(FY1980 - FY2012)



Executive Summary

Long Beach is a great city, blessed with an unsurpassed location and a population of almost 500,000 people. Measuring 50 square miles with eight miles of beaches, Long Beach is the envy of many cities across America. One of our most valuable assets is the diversity of our many neighborhoods, and the nearly 150 neighborhood associations that make up our fair city. Long Beach is home to a wide array of vibrant, residential communities including Coolidge Triangle, El Dorado Park, Alamitos Heights, East Village, Willmore, Sleepy Hollow, California Heights, Bixby Knolls and more.

One of the key goals and objectives of the Mayor and City Council over the past several years has been to improve the commercial corridors adjacent to our residential neighborhoods. As a result, the past 15 years have seen a diversification of redevelopment activities throughout the City, and not just in our downtown. This is a result of a concerted effort by all levels of local government to focus on strengthening our neighborhoods and business corridors. Thanks to the dedication of the Long Beach Redevelopment Agency, The Long Beach Housing Development Company, our Neighborhood Services Bureau and our entire Department of Development Services, this revitalization effort is now evident throughout the City.

This report documents many of the public investments we have made along our commercial corridors within the past 15 years. This investment was made possible through strategic partnerships with our Police Department and the Prosecutors Office to eliminate nuisance properties that receive an inordinate amount of calls for emergency services. Through focused acquisitions, we have purchased, relocated and demolished over 50 violent crime “hot spots,” including 15 liquor stores, 17 motels, 12 apartment units and 10 ancillary establishments in the past six years alone. These sites are now available for more desirable and sustainable development projects that will enhance the adjacent neighborhoods.

In addition to our focus on public safety, education remains one of the biggest economic tools for any city in America. The City of Long Beach strives to provide the safest atmosphere possible around our school campuses to promote education and create a supportive learning environment. Much of the work on our corridors has been completed adjacent to our elementary, intermediate and high schools. These improvements have benefited the entire community, and have been integral to making our schools a more secure place for students to receive an education.

On behalf of the City of Long Beach, please enjoy this corridor investment report highlighting our recent accomplishments.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Amy Bodek', with a long horizontal flourish extending to the right.

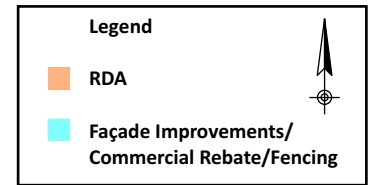
AMY J. BODEK, AICP
Director of Development Services

West Long Beach Corridor Investments

West Long Beach Industrial Project Area

Total Public Investment: \$840,340

(FY2008 - FY2010)



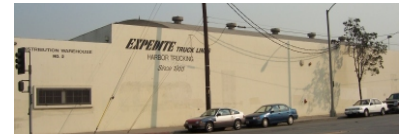
West Long Beach Industrial Project Area

This area known for trucking and warehousing has been refurbished with fresh ideas. Property renovations, improved lighting, and updated security measures have created a clean and inviting industrial complex that not only enhance the look, but also the economic vitality of the West Long Beach Industrial area.

1. PCH Properties (1360 W. Pacific Coast Highway)

This property, positioned at the entry to the West Side Industrial area of Long Beach was painted a warm beige with a gold accent. Signage was refreshed by hand and improvements were made to the building's lighting.

- Investment: \$32,170



2. Maritech Building (1467 W. Pacific Coast Highway)

Repairs and a fresh coat of paint improved the building's exterior. New signage, doors, fencing and gates provided improved security. Additional exterior lighting accents the buildings architecture.

- Investment: \$83,060



3. General Engine Power Building (1536 W. Pacific Coast Highway)

Clay color paint accents the buildings block exterior. Security film replaced the bars on the office windows. New logos and lighting complete the facade improvement.

- Investment: \$32,540



4. PCH Properties (1539 Harbor Avenue)

Fresh paint compliments the building's design. New wrought iron replaces the chain link fence and gate to increase security. Unique signage and addressing completes the facade improvement.

- Investment: \$46,890



5. PCH Properties (1414 W. 16th Street)

Improvements to this building include repair and paint to the block wall and existing wrought iron gate. The trucking dock was also repaired and painted to compliment an existing building on the property.

- Investment: \$13,700



6. Tanks Building (1571 W. 15th Street)

Repairs to the two buildings include new doors. Paint unifies the buildings and the existing towers. Exterior security bars on the windows were replaced with security film.

- Investment: \$72,600



7. Licciardi Building (1700 Santa Fe Avenue)

The building was painted olive green with gray trim. Additional security screen was added and the iconic 1700 sign was repaired. Public Works provided safety improvements at the curb.

- Investment: \$108,600



8. Murphy Building (1502 Santa Fe Avenue)

The abandoned trucking bay was enclosed and fresh paint with colorful accents brought the building to life. ADA improvements and fresh landscaping complete the project.

- Investment: \$59,900



9. CMAC Building (1450 Santa Fe Avenue)

New windows, doors and awning accent the two tone blue paint. The façade improvements were complimented by significant owner investment in the property.

- Investment: \$180,000



10. Santa Fe Imports (1401 Santa Fe Avenue)

Two buildings received fresh paint and tile. Painted signs were refreshed by hand and ADA parking was installed. The property owner completed the improvements with fresh landscaping.

- Investment: \$80,200



11. Ariel Body Shop (2001 W. 16th Street)

A calming two tone gray accents the buildings unique architecture. Lighting was refreshed and new landscaping was provided.

- Investment: \$19,120



12. A&A Aerospace (1951 W. 16th Street)

A horizontal stripe of gray paint accents this typical metal West Side structure. New signage that matches the business logo establishes their identity for their customers.

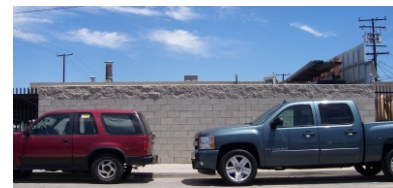
- Investment: \$9,270



13. Gambino Garage Doors (1596 Judson Avenue)

The new block wall with an accent top row provides a screen for this garage door company. Complimentary wrought iron gates complete the security detail.

- Investment: \$12,750



14. Amato Building (2125 W. 15th Street)

Two new roll up doors and new windows create an impressive façade improvement. A new awning over the front door compliments the two tone green paint. New signage, lighting and wrought iron gates complete the project.

- Investment: \$48,440



15. Taurus Controls (2000 W. Cowles Street)

This long building was painted blue with a complimentary eggplant stripe. Security issues were addressed with the addition of perforated metal over an existing wrought iron fence. A block wall on the corner screens the view of the yard from the public.

- Investment: \$39,300



16. SmithCo (2001 W. 14th Street)

The addition of fabric screening to an existing chain link fence virtually eliminates the dust that blows from an adjacent empty lot and dirt alley.

- Investment: \$1,800





1961 - 2011
Building A Better Long Beach
www.LongBeachRDA.org



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